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Enriching Lives

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To: Each Supervisor

From: Dave Lambertson
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Subject: **UPDATE ON 3-1-1 IMPLEMENTATION IN THE
CITY OF LOS ANGELES**

The attached status report is the sixth on 3-1-1 and related matters since your Board's January 18, 2000 motion directing ISD, CAO, CIO, Fire and Sheriff to work on a coordinated approach to 3-1-1 implementation in the region.

The City of Los Angeles' 3-1-1 service began on September 16, 2002 with an official opening on November 7, 2002. Operating with a current budget of \$4.5 million, the City's 3-1-1 center is fielding more than 33,000 calls each month (approximately \$11.36/call). About 10,000 of these are actually 3-1-1 calls. The remainder are (800) and regular numbers that are now being answered at the 3-1-1 call center.

The success of the City's 3-1-1 implementation and the impending implementation of 2-1-1 Countywide make it a good time for the County to examine 3-1-1 in addition to 2-1-1. The first part of the attached report contains a number of recommendations related to an examination of 3-1-1.

DL:sg
Attachment

c: Chief Administrative Officer
Chief Information Officer
Board of Supervisors, Executive Office
Department Heads

**STATUS REPORT ON THE USE OF 3-1-1 IN THE COUNTY OF LOS ANGELES
PURSUANT TO A JANUARY 18, 2000 BOARD MOTION**

Summary and Recommendations:

The City of Los Angeles' 3-1-1 service began on September 16, 2002 with an official opening on November 7, 2002. Operating with a current budget of \$4.5 million, the City's 3-1-1 center is fielding more than 33,000 calls each month (approximately \$11.36/call). About 10,000 of these are actually 3-1-1 calls. The remainder are (800) and regular numbers that are now being answered at the 3-1-1 call center.

Based on the current status of 3-1-1 and 2-1-1 the following recommendations are made:

- The County should work to ensure a close, cooperative working relationship between the City of Los Angeles and InfoLine to ensure synergy between the business plans for 2-1-1 and 3-1-1.

A detailed examination of the City's 2-1-1 website (Citywide Services Directory) should be undertaken to see what features might be included in either the County's current web site or into a separate web site.

Background:

On January 18, 2000, the Board of Supervisors directed the Internal Services Department, the Chief Information Officer, the Chief Administrative Officer, the Sheriff and Fire Chief to work with the City of Los Angeles and other cities to develop a plan for the coordinated and consistent use of 3-1-1 throughout the Los Angeles Region. The motion was intended to address the fact that 3-1-1 can be implemented in a local agency as either an alternative to 9-1-1 non-emergency police and fire services and information or as a general information number.

Since the year 2000, ISD has provided five status reports to your Board. At the outset, ISD staff attended meetings of the Independent Cities Association and the Contract Cities Association, and has continued to attend monthly meetings of the City of Los Angeles 3-1-1 Steering Committee. Except for the City of Los Angeles, none of the cities expressed any interest in 3-1-1 or a regional 3-1-1 system.

Within the County of Los Angeles, only the City of Los Angeles has established 3-1-1 as a means of making certain information and services available to the public. 3-1-1 service began on September 16, 2003 with November 7, 2002 as the officially announced start. This report focuses on the first year experiences of the City of Los Angeles' 3-1-1 service.

City of Los Angeles 3-1-1 - Current Program Description

The City of Los Angeles officially began providing 3-1-1 services on November 7, 2002. In addition to calls placed directly to 3-1-1, three of the City's existing 7-digit numbers (City Hall Information) and one toll-free number are now answered in the new call center.

The center answers more than 33,000 calls per month. Approximately one-third of the calls are dialed directly to 3-1-1 and the remaining two-thirds are placed to other City 7-digit and toll free 800 numbers. Bureau of Sanitation services, such as bulky object pick-up, are among the most frequent calls. The 3-1-1 center also recently began accepting Police and Fire Department permit renewals for the Office of Finance, and will begin receiving and processing calls for street light maintenance on April 1, 2004.

The 3-1-1 operators use an Internet accessible database (Citywide Services Directory) to house information about City departments and services. The Internet site is also directly accessible to the public. The 3-1-1 Internet site (<http://www.lacity.org/call311/>) provides information about City services, locations, phone numbers, hours of operation and other general information. This site receives significantly less direct traffic than the 3-1-1 call center. Just under 4,500 "hits" were recorded last month.

City of Los Angeles Plans for Enhancement of 3-1-1 Services

Depending on funding availability, it is the City's intent to add more information and more interactive capabilities to the 3-1-1 Internet site database. This will enable 3-1-1 callers or people directly accessing the Internet site database to obtain more information and to obtain additional services. For example, residents can now obtain Building and Safety Express Permits via the website for home improvement projects not requiring a plan check. This year, the City is enhancing 3-1-1 service to include Business Tax Registration Certificates, as well as Graffiti Removal services.

At mid-year, the existing call center infrastructure and database of the Department of Building and Safety's will be consolidated with 3-1-1. Thereafter, 3-1-1 operators in both centers will receive and process calls. Eventually as many as 12 other City-operated call centers may be consolidated. Also, the Los Angeles Police Department will shortly reprogram the message on its non-emergency interactive voice response line to refer callers to 3-1-1, which should increase call volume.

The City had planned on implementing a Public Education and Outreach Program to increase general awareness of 3-1-1, promote access to available services via the Internet, and educate the public on the use of 3-1-1 versus 9-1-1. Funding for this marketing campaign has been put on hold due to budgetary considerations and no significant public awareness campaign has been initiated. Public Service Announcements for use by broadcast media and brochures are expected to be developed within the coming months.

Costs for the City of Los Angeles 3-1-1 Program

The 3-1-1 operating budget for the current fiscal year is \$4.5 million. The cost per call is approximately \$11.36. The program operates with a staff of 67 personnel in nine administrative, clerical and operator classifications, and operates on a seven day, twenty-four hour basis. Approximately 4,000 square feet (within City Hall East) is used to house the Call Center.

SBC Communications and Verizon assess the City a charge of \$.05 per 3-1-1 call delivered. Therefore, the City's costs will increase as the volume of calls received rises.

City of Los Angeles 3-1-1 Operational Issues **Cell Phone Use of 3-1-1**

Cellular telephone service providers have been slow to incorporate 3-1-1 access, but significant progress occurred during the past year as carriers programmed cell sites within the Los Angeles City Limits to accept and route 3-1-1 calls. Cingular Wireless and T-Mobile are currently forwarding wireless 3-1-1 calls. Nextel began routing calls to 3-1-1 on December 24, 2003, and Sprint is expected to begin doing the same in early February. Negotiations with AT&T Wireless are and Verizon Wireless are continuing.

Some 3-1-1 callers may not be connected if the cell site that receives the call is not in the Los Angeles city limits.

Calls For Information and Services not Provided by the City of Los Angeles

Frequently, calls are received requesting regional or local information or services provided by the County, or by neighboring cities or the County in unincorporated areas of the County. It is difficult for the City staff to accommodate these calls, as the relevant information is not included in the 3-1-1 center's CSD. The City has expressed an interest in working with the County to develop a section of the CSD addressing County service requests. This would enable the 3-1-1 staff to properly route calls to the appropriate County offices.

Impact From Countywide Implementation of 2-1-1

With Info Line of Los Angeles designated as the County's 2-1-1 service provider, there will be an obvious need for coordination between the City's 3-1-1 service and the geographically broader reach of 2-1-1 service. The City recently signed a Memorandum of Understanding (MOU) with Info Line that will facilitate referral of calls between 2-1-1 and 3-1-1 call centers.

Status of 3-1-1 and 2-1-1 Legislation

At present, no state or federal legislation is pending that would impact 3-1-1 service.

Senators Hillary Clinton (D-NY) and Elizabeth Dole (R-NC) introduced bi-partisan legislation that would authorize \$200 million annually for 2-1-1. The "Calling for 2-1-1 Act of 2003" (Senate Bill 1630, House Resolution 3111), would empower each state to designate a lead entity for its 211 development and implementation plan, and fund the 2-1-1 administration. States would be required to provide a 50 percent match to be eligible for federal dollars.

Conclusion:

The City of Los Angeles has gained valuable insight into 3-1-1 operations during the first year, and anticipates the gradual introduction of new service offerings.

The success of the City's 3-1-1 implementation and the impending implementation of 2-1-1 Countywide make it a good time for the County to cooperatively work with the City and Info Line to develop collaborative protocols so that the two systems can serve their constituencies as seamlessly as possible.

ISD will provide another status report as circumstances warrant, but no later than July 2004.

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